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PROGRAM PROJECTION -- RURAL DEVELOPMENT  
AND FARM AND HOME DEVELOPMENT

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There is need for a clearer understanding among extension workers of the purpose and nature of program projection, the rural development program, and farm and home development.

Program projection is a method or process used by the people Extension serves for developing programs that best meet their needs. Farm and home development is an Extension teaching method used with farm families to help solve the problems of each individual family. Rural development is a program for developing the human and physical resources of low-income rural areas.

Although each of these endeavors may -- and often do -- contribute to the other, each has its own specific purpose and distinguishing characteristics. The following definitions may help clarify the misunderstanding some extension workers have of these three endeavors. (These definitions are for extension workers).

I. Program Projection -- is program planning on both a short and longtime basis for which Extension provides leadership and guidance. It is characterized by:

- (a) the involvement of many individuals and groups in an organized and systematic planning effort.
- (b) critical study and analysis by local people -- based on careful interpretation of all available pertinent information -- of family, community and county situations, needs, and problems.
- (c) development by the people, after careful consideration of all facts and of possible remedial measures, of a comprehensive longtime plan, including Extension educational programs, aimed at helping local people achieve the goals they establish for themselves.

II. The Rural Development Program -- is a cooperative Federal-State-County long range effort aimed at improving all aspects of living, including employment opportunities and incomes, in low-income rural areas. It is characterized by:

- (a) cooperative, unified effort by many governmental, business, civic, agricultural, educational and other groups in analyzing local or areawide needs and opportunities.
- (b) group action on a community, county or area basis on the problems contributing to low incomes and unsatisfactory socio-economic conditions.
- (c) the use of all educational methods and all programs and facilities that can contribute to the development of physical and human resources, and to the improvement of employment opportunities and incomes.

III. Farm and Home Development -- is an Extension educational method for helping farm families to make the most effective use of their farm and family resources in meeting family needs and wants. It is characterized by:

- (a) careful consideration by the family of the total farm and family situation, needs and wants, problems and resources.
- (b) establishment of definite family goals.
- (c) family participation and extension assistance in solving problems and in attaining goals.
- (d) a whole-farm and home approach to the problems of the farm and the **home**.
- (e) careful study and analysis by the family of the various alternative courses of action it may take in achieving family goals.
- (f) selection by the family of the courses of action that offer the best possible outcome in terms of family satisfactions.
- (g) development of short and longtime plans for carrying out these courses of action.
- (h) **willingness of the family to put its plans into action and to assume responsibility for the action it takes.**

